IDIST TO

Expanded Nielsen Panel - Any Packing Distribution

MAR MAR
CPC 52.81 53.00 53.61 55.01 56.09 57.07 58.66 60.71 61.74 64.29 66.98 68.70 1.72 BASIC 40.55 42.73 45.55 47.39 50.74 54.99 59.89 67.81 73.23 77.70 78.66 80.35 1.69 BEST VALUE 32.41 32.46 32.19 32.82 32.73 32.62 31.76 30.78 31.11 32.01 31.25 -0.77 MONARCH 28.52 29.82 31.02 32.75 52.73 41.56 45.13 50.58 56.69 58.13 58.21 0.07 AMERICAN PL 8.94 9.07 9.47 10.95 12.22 11.74 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PM PL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL
GPC 52.81 53.00 53.61 55.01 56.09 57.07 58.66 60.71 61.74 64.29 66.98 68.70 1.72 BASIC 40.55 42.73 45.55 47.39 50.74 54.99 59.89 67.81 73.23 77.70 78.66 80.35 1.69 BEST VALUE 32.41 32.46 32.48 32.19 32.82 32.73 32.62 31.76 30.78 31.11 32.01 31.25 -0.77 MONARCH 28.52 29.82 31.02 32.75 35.94 37.37 41.56 45.13 50.58 56.69 58.13 58.21 0.07 AMERICANPL 8.94 9.07 9.47 10.95 12.22 12.74 13.19 12.78 14.16 14.51 15.49 15.63 0.14 LIGGETTPL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49
BASIC 40.55 42.73 45.55 47.39 50.74 54.99 59.89 67.81 73.23 77.70 78.66 80.35 1.69 BEST VALUE 32.41 32.46 32.48 32.19 32.82 32.73 32.62 31.76 30.78 31.11 32.01 31.25 -0.77 MONARCH 28.52 29.82 31.02 32.75 35.94 37.37 41.56 45.13 50.58 56.69 58.13 58.21 0.07 AMERICAN PL 8.94 9.07 9.47 10.95 12.22 12.74 13.19 12.78 14.16 14.51 15.49 15.63 0.14 LIGGETT PL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PMPL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45
BEST VALUE 32.41 32.46 32.48 32.19 32.82 32.73 32.62 31.76 30.78 31.11 32.01 31.25 -0.77 MONARCH 28.52 29.82 31.02 32.75 35.94 37.37 41.56 45.13 50.58 56.69 58.13 58.21 0.07 AMERICAN PL 8.94 9.07 9.47 10.95 12.22 12.74 13.19 12.78 14.16 14.51 15.49 15.63 0.14 LIGGETT PL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PM PL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49<
MONARCH 28.52 29.82 31.02 32.75 35.94 37.37 41.56 45.13 50.58 56.69 58.13 58.21 0.07 AMERICAN PL 8.94 9.07 9.47 10.95 12.22 12.74 13.19 12.78 14.16 14.51 15.49 15.63 0.14 LIGGETT PL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PM PL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49 CONVENIENCE GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 <td< td=""></td<>
AMERICAN PL 8,94 9.07 9.47 10.95 12.22 12.74 13.19 12.78 14.16 14.51 15.49 15.63 0.14 LIGGETT PL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PM PL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49 CONVENIENCE GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65.61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PM PL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
LIGGETT PL 14.67 13.98 13.25 12.11 11.62 11.94 12.68 12.97 13.29 13.27 13.92 13.43 -0.49 PM PL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49 CONVENIENCE CPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65.61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 <td< td=""></td<>
PMPL 26.75 27.72 28.09 29.34 29.67 30.09 29.60 28.79 28.86 28.72 29.46 29.00 -0.45 RJR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49 CONVENIENCE GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65.61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.
RUR PL 25.48 28.35 30.01 30.44 31.38 32.13 32.23 34.12 33.98 33.73 34.00 34.48 0.49 CONVENIENCE GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65.61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
CONVENIENCE GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65.61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65,61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40
GPC 52.36 53.24 53.36 54.72 54.49 54.75 56.64 60.32 62.04 64.40 65,61 67.90 2.29 BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40
BASIC 42.90 45.52 49.16 50.30 53.93 58.93 64.96 76.63 81.69 86.85 87.07 87.68 0.61 BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
BEST VALUE 28.65 29.52 28.89 27.54 27.97 27.97 28.39 26.93 25.63 25.13 26.16 26.01 -0.15 MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
MONARCH 43.50 45.43 47.10 49.03 51.72 52.94 56.71 60.67 66.07 72.93 74.45 74.14 -0.31 AMERICAN PL LIGGETT PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
AMERICAN PL 9.38 9.18 9.56 11.61 13.24 12.99 13.64 13.17 15.08 15.09 17.17 17.78 0.61 LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
LIGGETT PL 8.03 7.15 5.81 4.84 4.62 5.69 7.58 7.71 8.04 7.80 8.44 8.83 0.40 PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
PMPL 33.37 34.64 35.93 36.71 36.72 37.48 35.53 34.25 34.58 34.05 34.60 34.17 -0.44
SUPERMARKETS
GPC 45.62 44.62 46.06 46.80 48.79 49.76 51.38 52.25 52.94 58.36 63.35 64.96 1.60
BASIC 36.23 39.08 42.79 45.47 50.13 56.07 58.53 62.93 69.10 73.76 77.66 78.83 1.17
BEST VALUE 28.07 27.03 26.36 26.99 28.64 28.35 28.72 29.44 29.23 30.54 29.85 29.79 -0.06
MONARCH 10,90 9.99 11.56 12.31 17.24 18.40 21.23 23.83 28.25 36.12 40.69 40.02 -0.68
AMERICAN PL 3.73 3.94 4.07 4.60 5.48 7.94 7.62 7.55 8.11 8.85 9.15 8.15 -1.00
LIGGETT PL 30.69 29.88 29.22 29.44 28.71 29.33 27.04 28.03 28.47 28.18 28.66 27.75 -0.91
PMPL 12.98 12.87 12.20 13.08 13.45 13.26 14.83 14.53 14.07 15.22 16.10 14.61 -1.50
RJRPL 33.41 37.06 38.19 38.00 38.44 41.77 41.58 43.77 44.43 44.04 43.47 44.76 1.30
GROCERY CPC 59.72 60.95 60.57 62.69 65.21 65.50 65.99 66.97 68.98 67.87 69.97 71.41 1.44
BASIC 53.23 52.03 54.55 57.96 59.18 60.96 66.37 71.84 73.34 74.16 76.08 76.80 0.72
BEST VALUE 44.04 43.28 43.45 43.50 42.82 39.71 39.79 37.88 37.28 38.32 36.87 36.36 -0.51 MONARCH 23.37 26.32 25.92 27.51 29.67 31.58 37.55 45.22 52.37 56.15 55,16 56,79 1.64
AMERICAN PL 16.32 17.94 18.27 21.03 24.01 22.65 23.35 23.68 26.65 27.06 27.51 27.29 -0.22
LIGGETT PL 15.18 15.87 15.75 14.09 13.34 12.13 13.37 14.20 13.85 13.58 14.45 12.88 -1.57
PMPL 20.93 23.39 21.85 22.54 22.75 23.00 23.15 22.92 23.05 23.55 20.69 19.87 -0.81 BJRPL 11.45 13.83 16.77 15.83 17.30 18.07 17.21 18.97 18.95 19.51 20.71 20.36 -0.34
RJRPL 11.45 13.83 16.77 15.83 17.30 18.07 17.21 18.97 18.95 19.51 20.71 20.36 -0.34

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Expanded Nielsen Panel - Any Packing Distribution

		JAN <u>1993</u>	FEB 1993	MAR 1993	APR 1993	MAY 1993	JUN 1993	JUL 1993	AUG 1993	SEP 1993	OCT 1993	NOV 1993	DEC 1993	Diff <u>V MAGO</u>
DRUG STORES														
GPC		47.28	48.14	49.73	49.36	48.89	50.68	54.43	55.99	54.82	55.72	58.09	58.41	0.32
BASIC		23.65	28.13	27.62	30.53	33.09	35.29	43.92	50,93	57.84	60,82	62.46	67.51	5.05
BEST VALUE		23.09	23,09	25.64	23.97	25.82	23.53	22.18	22.38	22.05	21.09	21.52	20.68	-0.84
MONARCH		22.54	24.56	24.70	25.60	26.37	29.56	30.05	29.83	35.00	35.72	38.16	39.77	1.60
AMERICAN PL		11.67	11.97	11.41	11.68	12.19	13.57	13.11	12.56	11.69	12.86	12.31	14.72	2.41
LIGGETT PL PM PL		3.71	3.63	4.69	4.83	4.38	2.58	4.42	3,93	4,73	4.36	4.23	3.70	-0.53
		17.55	19.02	19.76	20.59	19.44	19.09	18.79	17.82	17.42	17.69	19.97	18,85	-1.12
RJR PL		10.25	9.94	10.35	11.65	12.53	13.82	16.49	18.02	14,06	14.86	15.41	15.40	-0.01
MASS MERCH														
G P C		77.64	76.51	74.56	78.84	86.20	90.85	91.19	91.09	90.55	91,55	94.71	93.18	-1.53
BASIC		37.61	37.07	30.83	26.91	28.99	30.06	26.72	27.92	41.32	51.79	47.76	58.88	11.12
BEST VALUE		68,33	69.94	73.48	77.62	76.35	83.68	81.31	82.17	81.06	82.06	88.20	77.62	-10.58
MONARCH		4.54	6.15	7.18	6.52	10.86	11.77	15.67	15.98	24,66	30.96	30.06	32.30	2.25
AMERICAN PL		2.28	2.34	4.09	2.90	1.57	0.78	1.25	0.71	1.19	0.90	0.64	0.81	0.18
LIGGETTPL		9.00	7.85	5.28	3.79	3.90	3.77	3,90	4.01	4.02	10.02	10.59	7.00	-3.60
PMPL		66.12	67.14	66.76	72.43	74.58	74.68	74,25	74.68	77.05	71.66	75.55	77.99	2.44
RJR PL		2.66	3.68	5.83	5.77	6.61	6.11	6.04	6.92	6.48	5.90	15.01	11.77	-3,23
U.S LIQUOR														
GPC		67.76	65.48	71.72	73.15	65.12	71.47	73.17	71.24	68.53	69,73	75.03	79.58	4.56
BASIC		24.18	31.15	43.92	49.33	46.69	49.98	54.76	54.90	54.49	56.37	57.09	60.69	3,60
BEST VALUE		42.00	45.53	39.53	42.48	42.56	43.03	41.09	40.44	37.53	36.40	36.96	34.66	-2.31
MONARCH		33.30	32.89	38.74	38.98	38.26	45.16	58.13	68.20	66,49	69,05	70.09	69.73	-0.36
AMERICAN PL		27.13	21.86	27.72	26.62	21.65	31.38	33.92	30.86	28.05	29.16	34.32	36.83	2,51
LIGGETT PL		8.81	4.05	13.16	0.00	0.00	0.00	12.25	0.43	0.00	0.00	0.00	0.00	0,00
PM PL		29.93	33.38	30.24	30.09	32,50	27.10	27.45	30.24	33.15	31.29	32.32	35.33	3.01
RJR PL	2	3.04	2.74	4.50	6.57	9.35	9.29	8.82	11.02	9.00 ,	13,18	10.99	13.40	2.41
U.S URBAN	0													
GPC	6	52,17	52.56	49.42	51.08	67.04	59.26	62.30	57.74	55.36	57.13	60.40	64.05	3.65
BASIC	0.0	35.29	40.72	38,39	40.47	50.27	47.26	52.81	50.64	55.58	73.08	76.63	78.01	1.38
BEST VALUE	7	13.42	13.66	11.04	11.87	17.27	13.80	14.79	10.38	9,54	11.47	11.39	7.09	-4.30
MONARCH	<i>7</i> 2	50.17	50.49	44.13	46.35	53.50	47.99	49.62	45.99	51.61	59.10	58.26	69.39	11.13
AMERICAN PL	٠	11.49	12.12	11.80	15.73	18.64	23,61	24.97	25.97	25.07	22.07	19.17	21.52	2,35
LIGGETT PL	တာ	4.12	0.00	0.00	0.00	0,00	0.00	0.00	0.86	0.86	1.75	1.74	0.88	-0.86
PMPL	ರಾ '	12.10	9.18	6.89	7.94	4.36	7.95	9.86	10.17	8.50	8.00	7.54	8.29	0.75
RJR PL		8.25	7.52	9.97	12.61	22.19	12.03	13.05	11.29	13.04	13.34	12.28	10.62	-1,66
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Source: https://www.industrydocuments.ucsf.edu/docs/nkgn0004

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JUN 1993 1m JUL 1993 1m	44.52 45.07	25.61 26.33	8.63 8.58	10.28 10.16	6.09 6.22	31.40 30.99	34.92 34.57	3.48 3.40
								and the second s
MAY 1993 1m	42.65	22.98	9.01	10.66	5.69	32.50	36.54	3.57
APR 1993 1m	42.14	22.20	9.43	10.52	5.69	32.34	36.28	3.66
MAR 1993 1m	41.73	22.06	9.51	10.16	5.96	32.40	35.96	3.60
FEB 1993 1m	41.63	22.11	9.64	9.88	6.10	32.04	35.24	3.68
JAN 1993 1m	41.96	22.82	9.79	9.35	6.11	31.54	34.06	3.61
DEC 1992 1m	42.01	22.87	10.23	8.91	6.26	31.33	32.91	3.67
NOV 1992 1m	41.40	22.80	10.16	8.44	6.38	31.57	32.60	3.63
OCT 1992 1m	41.65	23.22	10.30	8.12	6.48	31.17	31.37	3.72
SEP 1992 1m	41.76	23.34	10.33	8.09	6.49	30.53	30.94	3.78
AUG 1992 1m	42.26	23.78	10.46	8.02	6.71	29.71	29.55	3.82
JUL 1992 1m	42.57	23.92	10.57	8.09	6.84	29.71	29.10	3.73
JUN 1992 1m	42.94	23.77	10.97	8.20	6.94	29.38	28.23	3.68
MAY 1992 1m	43.23	23.97	11.15	8.11	7.07	29.17	27.26	3.71
APR 1992 1m	43.53	24.07	11.25	8.21	6.87	28.72	27.06	3.66
MAR 1992 1m	43.49	24.08	11.35	8.07	7.06	28.74	26.47	3.65
FEB 1992 1m	43.46	24.19	11,29	7.98	7.26	28.81	25.83	3.62
JAN 1992 1m	43.34	24.51	11.17	7.66	7.34	29.06	25.38	3.68
DEC 1991 1m	42.58	24.03	11.13	7.42	7.43	29.63	25.68	3.54
NOV 1991 1m	42.97	24.78	10.99	7.21	7.47	29.26	25.38	3.50
OCT 1991 1m	42.64	24.65	11.06	6.93	7.51	29.04	24.82	3.58
SEP 1991 1m	43.10	25.13	11.10	6.87	7.62	28.57	24.02	3.68
AUG 1991 1m	43.38	25.42	11.21	6.75	7.55	28.47	23.41	3.67
JUL 1991 1m	43.56	25.56	11.31	6.70	7.49	28.43	23.40	3.66
		MARLBORO	dqo			REYNOLDS		
	PHILIP	TOT		DISCOUNT	TOT		DISCOUNT	TOT
	share	share	(000)	P.M.	share	share	TOT	share
	(000)	(000)	SOLD	share	(000)	(000)	share	(000)
	SOLD	SOLD	UNITS	(000)	SOLD	SOLD	(000)	SOLD
	UNITS	UNITS		SOLD	UNITS	UNITS	SOLD	UNITS
				UNITS			UNITS	

TOTAL 0.5.									
				UNITS			UNITS		
	UNITS	UNITS		SOLD	UNITS	UNITS	SOLD	UNITS	
	SOLD	SOLD		, ,		SOLD	(000)	SOLD	
	(000)	(000)	SOLD			, ,		(000)	
·	shr diff		(000)	-			_		
	1mago	1mago		P.M.	-	-	TOT	1mago	
	PHILIP		-	DISCOUNT	TOT		DISCOUNT	TOT	
		MARLBORO	opb			REYNOLDS (
JAN 1988 1m	#N/A	#N/A	#N/A		#N/A	#N/A	#N/A	#N/A	
FEB 1988 1m	0.11	0.32	-0.39	0.19	0.09	-0.14	0.49	-0.01	
	0.70	0.78	-0.06	-0.03	-0.08	-0.31		0.00	
APR 1988 1m	-0.42	-0.49	-0.11	0.18	0.10	0.27	0.43	0.21	
MAY 1988 1m	0.37	0.55	-0.22	0.04	0.03	-0.12	-0.02	-0.09	
JUN 1988 1m	-0.17	-0.32	0.08	0.06	-0.15	-0.13	0.52	0.06	
JUL 1988 1m	-0.52	-0.43	-0.19	0.09	0.34	0.44	0.19	0.02	
AUG 1988 1m	0.47	0.27	0.07	0.12	-0.29	-0.64	-0.07	0.18	
SEP 1988 1m	-0.10	-0.13	-0.10	0.13	0.04	0.34	0.43	-0.10	
OCT 1988 1m	0.07	0.08	0.06	-0.06	-0.07	0.01	-0.06	0.16	
NOV 1988 1m	0.39	0.28	0.02	0.09	-0.05	-0.07	0.14	-0.15	
DEC 1988 1m	-0.18	-0.07	-0.02	-0.08	0.22	0.49	-0.23	-0.01	
JAN 1989 1m	0.61	0.38	-0.05	0.28	-0.21	-0.41	0.47	0.05	
FEB 1989 1m	-0.43	-0.46	-0.13	0.17	-0.17	-0.08	0.63	0.12	
MAR 1989 1m	0.31	0.11	-0.05	0.25	0.03	0.13	0.30	-0.01	
APR 1989 1m	-0.19	0.03	-0.10	-0.12	0.04	0.11	-0.02	0.11	
MAY 1989 1m	0.58	0.40	-0.14	0.32	-0.20	-0.33	0.59	-0.06	
JUN 1989 1m	0.17	0.30	0.01	-0.14	-0.06	-0.09	-0.07	0.07	
JUL 1989 1m	-0.05	0.02	-0.14	0.08	-0.12	0.04	0.56	0.04	
AUG 1989 1m	-0.02	-0.06	0.13	-0.10	-0.11	-0.24	0.06	0.07	
SEP 1989 1m	-0.01	0.14	-0.23	0.08	0.14	0.15	0.74	-0.09	
OCT 1989 1m	-0.35	-0.45	-0.06	0.16	0.03	0.15	0.44	-0.08	
NOV 1989 1m	0.69	0.34	0.20	0.15	-0.27	-0.41	0.31	-0.09	
DEC 1989 1m	-0.19	-0.15	0.19	-0.23	0.14	0.04	-0.39	0.08	
JAN 1990 1m	0.38	0.28	0.07	0.03	-0.21	-0.28	0.11	0.08	
FEB 1990 1m	0.12	0.05	-0.18	0.24	-0.14	-0.24	0.71	-0.02	
MAR 1990 1m	0.22	-0.02	0.04	0.20	0.01	0.04	0.36	-0.02	
APR 1990 1m	-0.14	0.04	-0.07	-0.11	-0.15	-0.13	0.02	0.07	
MAY 1990 1m	0.13	0.25	-0.14	0.02	-0.05	0.09	0.58	-0.10	
JUN 1990 1m	-0.06	-0.06	-0.07	0.07	-0.15	0.10	0.52	-0.02	
JUL 1990 1m	0.39	0.42	-0.07	0.04	-0.26	-0.54	0.46	0.06	
AUG 1990 1m	-0.18	-0.38	-0.12	0.32	-0.23	-0.08	0.84	0.05	
SEP 1990 1m	0.07	-0.15	-0.01	0.24	0.03	-0.26	0.41	-0.05	
OCT 1990 1m	0.08	-0.24	0.03	0.28	-0.10	-0.21	0.23	0.10	7. €
NOV 1990 1m	0.58	0.12	-0.14	0.61	0.01	-0.12	0.77	-0.07	20
DEC 1990 1m	-0.37	-0.48	0.14	-0.03	-0.25	0.01	0.31	0.05	ာ
JAN 1991 1m	0.23	0.10	-0.13	0.27	-0.08	-0.27	0.57	-0.03	
FEB 1991 1m	0.24	-0.05	-0.03	0.32	-0.31	-0.55	0.72	-0.04	
MAR 1991 1m	0.18	0.32	-0.21	0.07	0.00	-0.11	0.29	0.10	~ <u>}</u>
APR 1991 1m	0.11	0.05	-0.11	0.17	-0.11	-0.21	0.51	-0.07	ਹਿ
MAY 1991 1m	0.35	0.34	-0.09	0.09	0.01	-0.14	-0.02	0.06	φ.
JUN 1991 1m	-0.30	-0.23	-0.23	0.16	0.04	0.18	0.56	0.05	9

				UNITS			UNITS	
	UNITS	UNITS		SOLD	UNITS	UNITS	SOLD	UNITS
	SOLD	SOLD	UNITS	(000)	SOLD	SOLD	(000)	SOLD
	(000)	(000)	SOLD	shr diff	(000)	(000)	shr diff	(000)
	shr diff	shr diff	(000)	1mago	shr diff	shr diff	1mago	shr diff
	1mago	1mago	shr diff	P.M.	1mago	1mago	TOT	1mago
	PHILIP	TOT	1mago	DISCOUNT	TOT	R. J.	DISCOUNT	TOT
	MORRIS	MARLBORO	opb	CAT	WINSTON	REYNOLDS	CATEGORY	NEWPORT
JUL 1991 1m	0.64	0.64	-0.02	0.02	-0.12	-0.20	-0.26	0.04
AUG 1991 1m	-0.19	-0.14	-0.10	0.05	0.05	0.04	0.00	0.02
SEP 1991 1m	-0.27	-0.29	-0.11	0.12	0.08	0.10	0.61	0.01
OCT 1991 1m	-0.47	-0.48	-0.04	0.06	-0.11	0.48	0.80	-0.10
NOV 1991 1m	0.34	0.12	-0.07	0.28	-0.04	0.22	0.56	-0.08
DEC 1991 1m	-0.39	-0.75	0.14	0.22	-0.04	0.37	0.30	0.04
JAN 1992 1m	0.76	0.48	0.03	0.24	-0.09	-0.58	-0.30	0.14
FEB 1992 1m	0.11	-0.33	0.13	0.32	-0.08	-0.25	0.45	-0.05
MAR 1992 1m	0.04	-0.11	0.05	0.09	-0.20	-0.07	0.64	0.02
APR 1992 1m	0.04	-0.01	-0.09	0.15	-0.19	-0.03	0.60	0.01
MAY 1992 1m	-0.30	-0.10	-0.10	-0.10	0.20	0.45	0.20	0.05
JUN 1992 1m	-0.30	-0.20	-0.18	0.09	-0.13	0.21	0.97	-0.03
JUL 1992 1m	-0.36	0.15	-0.40	-0.11	-0.10	0.33	0.87	0.05
AUG 1992 1m	-0.31	-0.14	-0.11	-0.07	-0.13	0.25	0.45	0.09
SEP 1992 1m	-0.51	-0.44	-0.13	0.07	-0.22	0.57	1.39	-0.05
OCT 1992 1m	-0.11	-0.11	-0.03	0.03	-0.01	0.64	0.43	-0.05
NOV 1992 1m	-0.24	-0.42	-0.15	0.32	-0.10	0.40	1.24	-0.09
DEC 1992 1m	0.61	0.07	0.07	0.46	-0.12	-0.24	0.31	0.04
JAN 1993 1m	-0.05	-0.05	-0.44	0.44	-0.14	0.21	1.15	-0.06
FEB 1993 1m	-0.33	-0.71	-0.16	0.53	-0.01	0.50	1.18	0.07
MAR 1993 1m	0.10	-0.06	-0.13	0.29	-0.15	0.36	0.72	-0.08
APR 1993 1m	0.42	0.14	-0.08	0.36	-0.27	-0.06	0.31	0.06
MAY 1993 1m	0.50	0.79	-0.42	0.14	0.00	0.16	0.27	-0.09
JUN 1993 1m	1.88	2.63	-0.38	-0.37	0.40	-1.10	-1.62	-0.09
JUL 1993 1m	0.55	0.72	-0.05	-0.12	0.13	-0.41	-0.35	-0.08
AUG 1993 1m	-0.37	-0.38	-0.04	0.05	0.78	0.50	-0.25	0.06
SEP 1993 1m	-0.32	-0.12	0.24	-0.43	0.70	-0.23	-1.59	0.17
OCT 1993 1m	0.18	0.40	0.19	-0.41	-0.18	-0.47	-0.60	0.11
NOV 1993 1m	0.42	0.32	0.12	-0.02	-0.80	-0.63	0.20	0.01